

RESOLUTION

TRADE, TRAVEL AND TOURISM

WHEREAS, the two final competitors for the FIFA World Cup are Morocco and North America, with a decision to be awarded by FIFA in June 2018; and

WHEREAS, the City of Los Angeles (the City) has an opportunity to be selected as one of the host cities for the 2026 FIFA World Cup; and

WHEREAS, the City has a proud tradition of excellence and long history for hosting major sporting events including the 1984 World Olympics, 1994 FIFA World Cup, 1999 FIFA Women's World Cup, and 2015 Special Olympics World Summer Games, and

WHEREAS, the City has been recently selected to host the 2022 Super Bowl, 2023 College Football Playoff National Championship and the 2028 Summer Olympics, solidifying Los Angeles' status as the premiere location for sporting events throughout the world; and

WHEREAS, the City could potentially receive three games or more with strong potential to be selected for a semi-final or finals game, which would generate tremendous economic benefits potentially in excess of \$600M in increased economic activity, and approximately \$7M in direct Transient Occupancy Tax (TOT) collections expected from the use of hotels within the City; and

WHEREAS, Los Angeles World Cup 2026 Host Committee, LLC (Host Committee) has agreed to execute FIFA's template Host City Agreement to enable the City to be a part of the United Bid Committee's bid; and

WHEREAS, forecasts estimate that the World Cup would provide advertising value for Los Angeles of approximately \$25M, which would be well-timed 2 years before the City hosts the 2028 Olympics; and

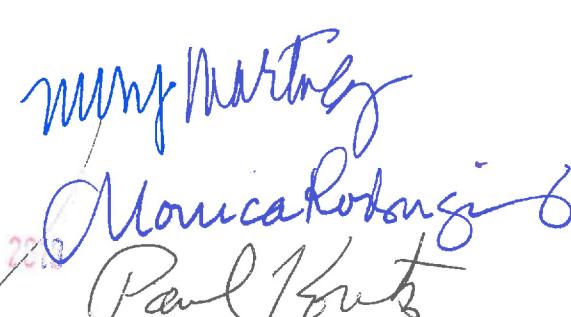
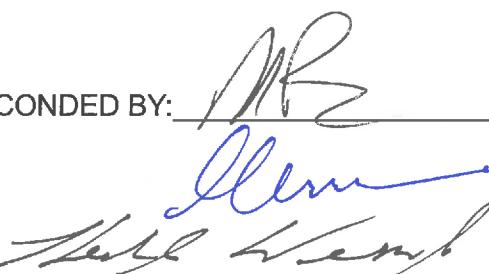
WHEREAS, our neighboring cities of Inglewood and Pasadena have provided letters of support to serve as potential venue hosts; and

NOW, THEREFORE, BE IT RESOLVED, should the City be selected as a Host City, the City will work in good faith with the Host Committee to negotiate a contract specifying the types and level of city services to be provided by the City for 2026 World Cup events in the City, and the payment for such city services.

PRESENTED BY:


JOE BUSCAINO
Councilmember, 15th District

SECONDED BY:



FEB 23 2018